

**WROE 94.3 FM WROE Name Game
OFFICIAL RULES**

(To be used when prizes are valued at or over \$600)

- .01 NAME OF PROMOTION: WROE Name Game
- .02 SPONSORS: None
- .03 DESCRIPTION OF PRIZE(S): \$100 up to \$1,000
- .04 VALUE OF PRIZE(S): Cash (in form of check) in amount from \$100 up to \$1,000
(Note: Winners are responsible for all taxes and other fees on this/these amount(s))
- .05 PROMOTION METRO AREA: Appleton-Oshkosh-Green Bay, WI
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Twenty-One (21)
- .07 HOW TO ENTER: Complete an entry form located on the WROE 94.3 FM website at www.wroe.com
AND/OR
 Complete an entry form available at the following locations: 1420 Bellevue Street, Green Bay, WI 54311
AND/OR
 For a free entry form, send a self-addressed, stamped envelope to: 1420 Bellevue Street, Green Bay, WI 54311
AND/OR
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 05/28/2010 at 4:00pm CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WROE Name Game, Promotion Entry
c/o Midwest Communications, Inc., Marketing Department
1420 Bellevue Street, Green Bay, WI 54311
- .10 PROMOTION PERIOD: Promotion Begins: 04/05/2010 at 9:15am CST
Promotion Ends: 05/28/2010 at 4:15pm CST
- .11 NUMBER OF WINNERS: Will vary; depends on how many listeners call when they hear their name.
- .12 METHOD OF SELECTION OF WINNER(S): Winner(s) will be determined by a random drawing from all eligible entries received to be held on or about at 1420 Bellevue Street, Green Bay, WI 54311
OR
 See Addendum B, incorporated herein by reference.
- .13 PRESENCE REQUIREMENT: Winner(s) need to be present to win
OR
 Winner(s) need not be present to win
- .14 DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S): Must call within 15 minutes of hearing their name announced on WROE.

- .15 ALL PRIZES WILL BE AWARDED: Yes
OR
 No
- .16 ALTERNATE WINNER(S): Yes
(if potential winner(s) do(es) not
qualify, decline(s) acceptance of
prize(s), or is unreachable/unavailable) OR
 No
- .17 OFFICIAL RULES REQUEST ADDRESS: WROE Name Game, Official Rules, c/o Midwest
Communications, Inc., Marketing Department,
1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: WROE Name Game, Winner List,
c/o Midwest Communications, Inc., Marketing Department
PO Box 23333, Green Bay, WI 54305-3333_
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 06/01/2010

Winner will be notified. Prize will be awarded upon completion of all legal paperwork with
Midwest Communications, Inc. 1420 Bellevue Street, Green Bay, WI 54305
Prize is non-transferable before acceptance of prize.

Additional Rules

In addition to these Official Rules, this Promotion is also subject to the Midwest Communications, Inc./WRIG, Inc. Official Rules for All Contests which are either incorporated herein by reference or attached hereto as Addendum C and incorporated herein by reference. www.wroe.com/shared/contestrules.pdf.

ADDENDUM A
HOW TO ENTER

Register online at www.wroe.com. Click on the WROE Rewards tab and follow the registration instructions. Then listen to 94.3, 99.7 & 101.9 WROE.

ADDENDUM B

METHOD OF SELECTION OF WINNER

WROE will select three (3) names daily by random drawing. Names will be announced on 94.3, 99.7 and 101.9 WROE at approximately 9:15am, 1:15pm and 4:15pm each weekday. If a listener hears their name, they must call 1-800-499-9430 within 15 minutes to claim their prize. Prize amounts will vary anywhere from \$100 cash up to \$1,000 cash. If a listener does not call within 15 minutes, that prize will not be awarded.